

CLAIMS

1. (Currently Amended) A computer implemented method at an online store to target advertisement to be sent along with encrypted digital content, the method comprising the steps of:

accepting an end user request from an end user for delivery of an encrypted digital content;

charging a payment account for the encrypted digital content;

determining, using an address verification system during payment clearing, a credit card payment clearing address of the an-end user device using an address verification system based upon the payment account, wherein an end user sends a request via the end user device for the delivery of encrypted digital content; and

associating one or more pieces of advertisement with the encrypted digital content if the address verification system returns an payment clearing address is in a predetermined geographic region; and

delivering, in response to the charging, the encrypted digital content and the one or more pieces of the advertisement to the end user.

2. (Currently Amended) The computer implemented method according to claim 1, wherein the step of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the address verification system returns an payment clearing address is in a predetermined geographic region and one or more usage conditions for the encrypted digital content authorizes the advertisement to be associated with the predetermined geographical region of the end user device requesting the encrypted digital content.

3. (Currently Amended) The computer implemented method according to claim 1, further comprising the steps of:

determining an IP address of the an end user device used by the end user ~~requesting delivery of the encrypted digital content~~, and wherein the step of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the payment clearing address is ~~verification system returns an address in a~~ the predetermined geographic region or if the IP address of the end user device is in a the predetermined geographic region.

4. (Currently Amended) The computer implemented method according to claim 1, further comprising the steps of:

determining an IP address of the an end user device used by the end user ~~requesting delivery of the encrypted digital content~~, and wherein the step of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the payment clearing address is ~~verification system returns an address in a~~ the predetermined geographic region and if the IP address of the end user device is in a the predetermined geographic region.

5. (Currently Amended) The computer implemented method according to claim 3, wherein the step of determining an IP address of the end user device includes at least one of the following sub-steps:

querying one or more IP addresses in IP databases provided by third parties;
checking one or more country codes found in the trace routes to the IP address being determined; and
using preassigned country allocations for class C IP addresses.

6. (Currently Amended) The computer implemented method according to claim 4, wherein the step of determining an IP address of the end user device includes computing a confidence for the IP address comprising the sub-steps of:

performing a network trace route to an end user device;

querying the one or more IP addresses of hops other than an IP address of the end user device within in the network trace route in IP databases provided by third parties;

checking one or more country codes of the one or more IP addresses other than the IP address of the end user device found in the trace routes;

wherein ~~after~~ the confidence ~~of~~ is computed, ~~the confidence is determined against based upon~~ other IP addresses returned for the geographic region being determined.

7. (Currently Amended) A computer implemented method at a content authoring site for setting one or more geographic usage conditions for advertisement to be sent along with encrypted digital content, the method comprising the steps of:

receiving, at a processor, a geographic region in which to deliver one or more pieces of for presenting advertisement in association ~~associated with encrypted digital content;~~

setting one or more conditions for the advertisement associated with the digital content, wherein the conditions are selected from a group of conditions consisting of a time period when the advertisement is presented, the number of times the advertisement is presented, whether the printing of coupons and other offers is permitted, and whether the sending of advertisement from the end user device receiving the advertisement to another end user device is permitted;

accepting an end user request from the end user device for delivery of an encrypted digital content;

charging a payment account for the encrypted digital content;

determining, using an address verification system during payment clearing, a payment credit card clearing address of the end user based upon the payment account

~~using an address verification system, wherein an end user sends a request via the end user device for the delivery of encrypted digital content; and~~

associating the one or more pieces of advertisement with the encrypted digital content for delivery to the end user if the payment clearing address verification system returns an address is in a predetermined the geographic region.

8. (Currently Amended) A computer implemented method at an online store to target advertisement to be sent along with encrypted digital content, the method comprising the steps of:

determining a geographical location of an IP address of an end user device requesting delivery of ~~the encrypted digital content~~ by performing the sub-steps of:

performing a network trace route to the end user device;

querying one or more IP addresses of hops, other than an IP address of the end user device, found in the network trace route in IP databases provided by third parties;

checking one or more country codes for the one or more IP addresses of the hops found in the network trace route routes to the IP address being determined; and

determining the geographical location of the end user using preassigned country allocations for class C IP addresses of the one or more IP addresses;
and

associating one or more pieces of advertisement with the encrypted digital content if the geographical location IP address of the end user device is in a predetermined geographic region.

9. (Currently Amended) A computer readable medium containing programming instructions for an online store to target advertisement to be sent along with encrypted digital content, the programming instruction comprising:

determining a geographical location an IP address of an end user device requesting delivery of an encrypted digital content by performing:

performing a network trace route to the end user device;

querying one or more IP addresses of hops, other than an IP address of the end user device, found in the network trace route in IP databases provided by third parties;


checking one or more country codes of the one or more IP addresses of that other than the IP address of the end user device found in the trace routes to the IP address being determined; and

determining the geographical location of the end user device by using preassigned country allocations for class C IP addresses of the one or more IP addresses; and

associating one or more pieces of advertisement with the encrypted digital content if the ~~IP address~~ geographical location of the end user device is in a predetermined geographic region.

10. (Currently Amended) The computer readable medium of claim 9, wherein the programming instruction of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the ~~IP address~~ geographical location of the end user device ~~returns an address~~ is in a predetermined geographic region and one or more usage conditions for the encrypted digital content authorizes the advertisement to be associated with the geographical region of the end user device requesting the encrypted digital content.

11. (Currently Amended) The computer readable medium of claim 9, further comprising ~~the instructions for~~ of:

 determining, using an address verification system during payment clearing, a credit card payment clearing address of the end user using an address verification system, wherein an the end user sends a request via the end user device for the delivery of encrypted digital content; and
~~—wherein the programming instruction of determining an IP address of the end user device requesting delivery of the encrypted digital content, and wherein the programming instruction for~~ of associating the one or more pieces of advertisement includes include instructions for associating advertisement with the encrypted digital content if the IP address geographical location is in the a predetermined geographic region or if the payment clearing address verification system returns an the IP address of the end user device is in the a predetermined geographic region.

12. (Currently Amended) The computer readable medium of claim 9, further comprising the instruction of:

determining, using an address verification system during payment clearing, a credit card payment clearing address of the end user using an address verification system, wherein an the end user sends a request via the end user device for the delivery of encrypted digital content; and
~~—wherein the programming instruction of determining an IP address of the end user device requesting delivery of the encrypted digital content, and wherein the programming instruction for~~ of associating the one or more pieces of advertisement includes include instructions for associating advertisement with the encrypted digital content if the IP address geographical location is in the a predetermined geographic region and if the payment clearing address verification system returns an the IP address of the end user device is in the a predetermined geographic region.

13. (Currently Amended) A computer readable medium containing programming instruction for authoring content at an content authoring site for setting one or more geographic usage conditions for advertisement to be sent along with encrypted digital content, the instructions comprising:

receiving a predetermined geographic region for presenting a selected advertisement ~~associated in association~~ with encrypted digital content;

setting one or more conditions for the advertisement associated with the digital content, wherein the conditions are selected from a group of conditions consisting of a time period when the advertisement is presented, the number of times the advertisement is presented, whether the printing of coupons and other offers is permitted, and whether the sending of advertisement from the end user device receiving the advertisement to another end user device is permitted;

accepting an end user request from an end user device for the delivery of an encrypted digital content;

charging a payment account for the encrypted digital content;

determining, using an address verification system during payment clearing, a credit card payment clearing address for the payment account of the end user ~~using an address verification system, wherein an end user sends a request via the end user device for the delivery of encrypted digital content;~~ and

associating ~~one or more pieces of the selected~~ advertisement with the encrypted digital content if the ~~address verification system returns an~~ payment clearing address is in the a-predetermined geographic region.

14. (Currently Amended) An information processing system for hosting an online store to target advertisement to be sent along with encrypted digital content, the system comprising:

an network interface to couple at least one end user device, wherein the end user device requests delivery of encrypted digital content;

an address verification system including a means for determining geographical location ~~an IP address~~ of the end user device requesting the delivery of encrypted digital content, the address verification system including means for: ~~a mean for querying the IP address of the end user device~~

performing a network trace route to the end user device;

querying one or more IP addresses of that other than an IP address of the end user device found in the network trace route in IP databases provided by third parties;

checking one or more country codes for the one or more IP addresses of hops other than the IP address of the end user device found in the network trace route; and


determining the geographical location of the end user using preassigned country allocations for class C IP addresses of the one or more IP addresses; and

means for associating one or more pieces of advertisement with the encrypted digital content if the ~~address verification system returns an address~~ geographical location is in a predetermined geographic region.

15. (Currently Amended) The information processing system according to claim 14, wherein the means for associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the geographical location is ~~IP address of the end user device returns an address~~ in a predetermined geographic region and one or more usage conditions for the encrypted digital content authorizes the advertisement to be associated with the geographical region of the end user device requesting the encrypted digital content.

16. (Currently Amended) ~~The information processing system computer implemented method according to claim 8 14, wherein the means for step of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the geographical location is IP address of the end user device returns an address in a predetermined geographic region and one or more usage conditions for the encrypted digital content authorizes the advertisement to be associated with the geographical region of the end user device requesting the encrypted digital content.~~

17. (Currently Amended) An information processing system for authoring content and for setting one or more geographic usage conditions for advertisement to be sent along with encrypted digital content, the instructions comprising:

 means for receiving a geographic region in which to deliver one or more pieces of for presenting advertisement in association ~~associated~~ with encrypted digital content;

means for setting one or more ~~on~~ conditions for the advertisement associated with the digital content, wherein the conditions are selected from a group of conditions consisting of a time period when the advertisement is presented, the number of times the advertisement is presented, whether the printing of coupons and other offers is permitted, and whether the sending of advertisement from the end user device receiving the advertisement to another end user device is permitted;

means for accepting an end user request from the end user device for delivery of an encrypted digital content;

means for charging a payment account for the encrypted digital content;

means for determining, using an address verification system during payment clearing, a payment credit card clearing address of the end user based upon the payment account ~~using an address verification system, wherein an end user sends a request via the end user device for the delivery of encrypted digital content; and~~

means for associating one or more pieces of advertisement with the encrypted digital content for delivery to the end user if the payment clearing address verification system returns an address is in a predetermined ~~the~~ geographic region.